DATE: 03/22/91 SALES INFORMATION SYSTEM TIME: 16:00

SUBJECT: WAWA PREF. PRES. TEST PROGRAM SENDER: J. A. MORRIS/1340

TO: J. H. CASEY/1228
G. B. BROWN/1230
J. A. MILLER/1232

4/9/91

SUBJECT: WAWA PREFERRED PRESENCE TEST PROGRAM

GENTLEMEN:

THIS IS A FOLLOW-UP TO OUR CORRESPONDENCE OF MARCH 19 ON THE IMPLEMENTATION OF OUR PREFERRED PRESENCE DISPLAYS IN WAWA MARKETS LOCATED IN YOUR DIVISIONS. LISTED BELOW IS PERTINENT INFORMATION.

- O ALL TEST STORES SHOULD RECEIVE SYSTEM III LIGHTED PCD AT CASH REGISTER POSITION AND SYSTEM III LIGHTED FLOOR DISPLAY

- O TIMING: ALL DISPLAYS SHOULD BE INSTALLED ON MONDAY, APRIL 1 AND TUESDAY, APRIL 2

- O SIS REPORTING: PREF PRES 4L3 EFFECTIVE DATE: 4/1/91

- O FREQUENCY OF INITIAL TEST STORES - TWICE A WEEK DURING INITIAL TEST PERIOD

- O AUTHORIZED POS

  - RJR POLE SIGNS FOR THE FOLLOWING STORES

  #311, 315, 431, AND 761

  #365, 422, 757, 415, 754, 349, 357, 408, 410, 412, 426, 450, AND 774

  - GROUND MOUNT AUTHORIZED FOR THE FOLLOWING STORES - UTILIZE SALEM ON ONE SIDE AND DORAL ON THE OTHER SIDE I.E. 52" X 38" CURB MOUNT SIGN

  #310, 312 AND 343

  #304, 421, 476, 411, 481, 781, 782 AND 373

  CAMEL OR SALEM CURB MOUNT SIGN 40" X 24" IN THE FOLLOWING STORES

  #734 AND 790

  #456, 739, 735, 306 AND 439

- O WAWA WILL BE TESTING STATE MINIMUM PRICING DURING THIS TEST PERIOD

	PACKAGE	CARTON
KING	$1.72	$17.14
100	$1.75	$17.47
DORAL/MAGNA KING	$1.49	$14.88
DORAL/MAGNA 100	$1.52	$15.60

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- O AUTHORIZED PROMOTIONS TO START PROGRAM

  - MULTI-BRAND $1 COUPON WITH 3-PACK PURCHASE

Source: https://www.industrydocuments.ucsf.edu/docs/jtjn0000

(COUPONS WILL BE SENT TO YOUR OFFICE NEXT WEEK. THESE COUPONS HAVE ALREADY BEEN ACCOUNTED FOR UNDER WAWA HEADQUARTERS IN SIS)

CAMEL MARBLEIZED CAP WITH 3-PACK PURCHASE
(UTILIZE CURRENT DIVISION ALLOCATION. IF YOU NEED ADDITIONAL PREMIUMS, PLEASE CONTACT MY OFFICE)

- CAMEL ULTRA LIGHT MINI FLASHLIGHT WITH 2-PACK PURCHASE
  (UTILIZE CURRENT DIVISION ALLOCATION)

- MAGNA HAT WITH 2-PACK PURCHASE
  (UTILIZE CURRENT DIVISION ALLOCATION)

- SALEM BELT BAG WITH 1-PACK PURCHASE
  (PREMIUMS TO BE SENT TO YOUR OFFICES)

- SALEM FREE LIGHTS WITH 1-PACK PURCHASE
  (WILL BE SENT TO YOUR OFFICES)

THANK YOU FOR YOUR ASSISTANCE ON THIS IMPORTANT TEST PROGRAM. IF YOU ENCOUNTER ANY PROBLEMS OR NEED ADDTIONAL CLARIFICATION, PLEASE CONTACT ME.

SINCERELY,

JIM

J. A. MORRIS

JAM/GAM

CC: R. B. GROUT
M. A. YOUNG
J. P. RENEHAN

M-2

*** END OF MESSAGE ***

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